

How I Get Returns from Facebook Ads for \$0.01

The theme of this course is to OPTIMIZE your Facebook ads so well that you can start getting results with as little as \$0.01!

REMEMBER... Rome wasn't built in a day, BUT they did lay bricks everyday!

So you need to do the same each day with your Facebook ads and business!

Before You Begin

We do dive right into the deep end (i.e. PROVIDE YOU A TON OF VALUE) and want to take you from 0 to 100 as soon as possible!

We truly try to make everything super easy to understand, but we don't want to waste too much of your time on intro material that you can learn quickly just by browsing your Facebook Ads Manager.

That said, if you know **ZERO about Facebook**, we do suggest you pause this course right now and spend about 1-hour browsing these 2 free resources offered by Facebook, just so you understand the jargon we use in this course. We try to always over describe everything, but we are NOT perfect! Please message us feedback as you take the course so we can continue to improve the lectures! Thank you!

- <https://www.facebook.com/business/marketing/facebook>
- <https://www.facebook.com/business/learn/series/guide-to-digital-marketing-using-facebook>

A Few Quick Tips

1. I highly suggest you watch the **ENTIRE** course first, THEN rewatch lectures as needed, and THEN begin taking action on Facebook!

EXAMPLE TIMELINE:

- Watch entire course and take note of lectures you want to rewatch.
- Create your Facebook page.
- Create your Facebook Business account at: <https://business.facebook.com>
- Create your Facebook ad account and install your Facebook pixel on your website.
- Create your Custom Audiences and Lookalike Audiences.
- Begin creating Facebook Ads and split testing them!

***Don't worry, I will cover what this all means in the upcoming lectures!

A Few Quick Tips

2. ALWAYS assume your business is going to be successful! As Tony Robbins says, "**Where focus goes, energy flows!**"

So that said, I advise you START with a **business manager** account with the ASSUMPTION that your business will only be growing, requiring you to add Facebook pages, ad accounts, new websites/pixels, employees, etc.

So yes, we do JUMP RIGHT IN to teaching you how to create a **Facebook Business Manager** in the next lecture! DON'T WORRY! We'll teach you EVERYTHING! With your personal Facebook profile, you can simply sign-in/create a Facebook Business Manager for FREE!

****Facebook Business Manager enables you to manage multiple ad accounts, multiple Facebook Pages, and assign varying people to work on them all — all in one place!****

Lecture #3 - The Complete Facebook Business Manager Guide

- We get a lot of questions and “worry” from students after watching “Lecture #3 - The Complete Facebook Business Manager Guide”. For example, a student messages us worried because they don’t even have a Facebook Page yet!
- DON’T WORRY! Take deep breath! This is a necessary “chicken before the egg” lecture which you will understand as you advance further in this course. Typically students answer their own questions by the time they complete this course! **Remember my #1 tip...**

#1 - Watch the ENTIRE course first, TAKE NOTE of lectures you want to rewatch, and THEN finally begin taking action on Facebook! After completing the course, if you still have questions, please ask! We want everyone 5-STAR happy and to have a total understanding of Facebook!

A Few Quick Tips

3. Why choose Facebook Business Manager? If you have more than one website, you **NEED** more than one ad account... which can **ONLY** be done in Facebook Business Manager!

Take note of this...

- **ONE website PER ad account**
- **ONE pixel PER website**
- **ONE pixel PER ad account**

Create a new Facebook ad account (which comes with a new Facebook pixel) for each website!

***You don't want to overlap the tracking of various websites with one Facebook pixel!

A Few Quick Tips

4. When you start creating Facebook ads and you are typing in your competitors Facebook page name into the **Detailed Targeting** field under the AD SET level, you will find that **NOT ALL** Facebook pages that you search for will appear. This is Facebook's discretion which Facebook pages appear as a targeting option under the Detailed Targeting field under the AD SET level.

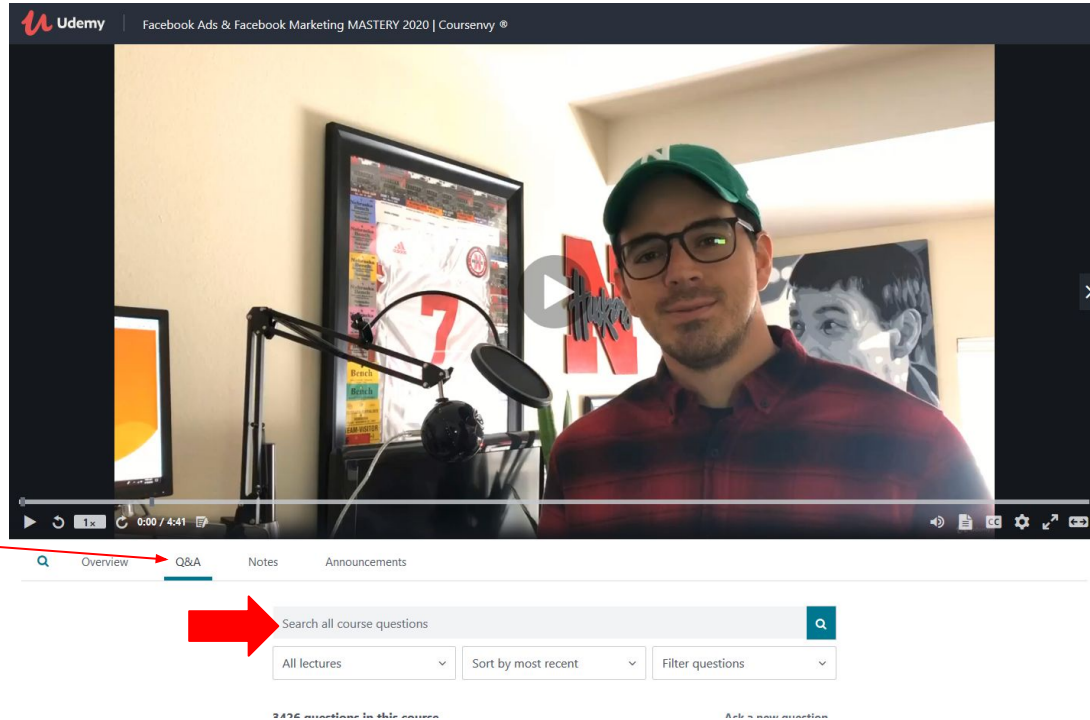
If your competitor's page does not appear, **NO WORRIES...** you will get cheaper engagement anyway by targeting a **BROAD audience (1,000,000+ size)** to start with, then you can retarget this **WARM AUDIENCE** (people who like your page, go to your website, engage with your content, etc.) and/or even create a **LOOKALIKE** audience for future ads... so don't fret if your competitor's page doesn't appear under Detailed Targeting! Create your **OWN** audience!!!

A Few Quick Tips

Ok, that is all for now... but I am excited to help you **MASTER** Facebook marketing, so please ask us ANY and ALL questions so we can continue to fine tune this course and continue to provide you with the best resources possible!

***Search past questions and ask new questions via the Q&A tab!

Not taking this course on UdeMy? No worries, ask us questions via our Facebook group: [facebook.com/groups/coursenvy](https://www.facebook.com/groups/coursenvy)



Where Do I Begin?

You now have access to our **Coursenvy Facebook Marketing Mastery Course**, which we are updating constantly!

Rewatch lectures as much as you want and we will notify you when we add new content!

TAKING ON UDEMY? You can access the course via your **MY COURSES** page at:
[udemy.com/home/my-courses/learning](https://www.udemy.com/home/my-courses/learning)

TAKING ON COURSENVY? You can access the course via: [learn.coursenvy.com](https://www.learn.coursenvy.com)

Course Layout

Section 1: You have just finished this introductory section, getting you ready for the course!

Section 2: Before you can create Facebook ads, you need to create a Facebook personal profile and Facebook Page for your business. Learn how to create and optimize your Facebook Page in this section!

Section 3: Now that you have a Facebook Page created, you can begin creating Facebook ads! Learn the fundamentals of Facebook ads in this section!

Section 4: To make the most of your Facebook ads, you need to harness the power of the Facebook pixel. Learn everything about the Facebook pixel, custom audiences, and how the pixel can capture your audience's enabling you to retarget them with Facebook ads!

Course Layout

Section 5: There are many varying Facebook marketing objectives to choose from your for Facebook ads. Learn how to use each type of campaign objective in the correct way so you can drive customers down your varying sales funnels!

Section 6: Learn all about Facebook engagement and how to keep your audience's attention!

Section 7: Learn all about the data, insights and reporting Facebook provides you!

Section 8: Learn how to expand into other Social Media platforms, besides Facebook!

Section 9: Watch us dive deep into common student FAQs!

Course Layout

Section 10: Learn how to create a Facebook Business Manager account and how to start a Facebook ads business/agency so you can create Facebook ads for other businesses and begin to profit for yourself!

Section 11: Learn all the latest Facebook updates and resources Coursenvy uncovers!

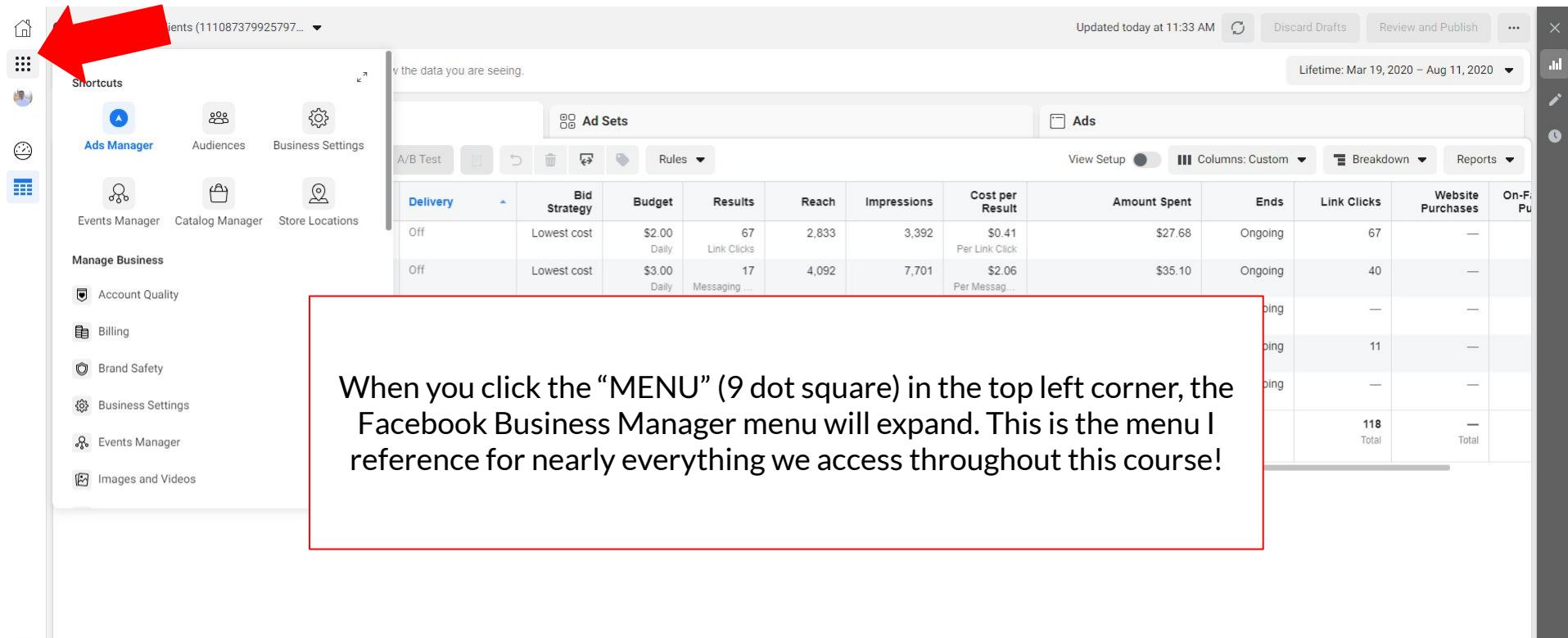
Facebook Ads Manager User Interface

<https://business.facebook.com/adsmanager>

The screenshot displays the Facebook Ads Manager interface. At the top, there's a navigation bar with 'Campaigns' and 'CE Clients (111087379925797...' dropdown. Below this is a search bar and filters. The main area shows a table of campaigns with columns for 'Campaign Name' and 'Delivery'. A red arrow points to the '+ Create' button. A modal dialog box titled 'Create New Campaign' is open, showing options to 'Choose a Campaign Objective'. The dialog has three sections: 'Awareness' (Brand awareness, Reach), 'Consideration' (Traffic, Engagement, App installs, Video views, Lead generation, Messages), and 'Conversion' (Conversions, Catalog sales, Store traffic). The 'Continue' button is highlighted in blue.

The Facebook Ads Manager user interface has updated for some users, but not others (this screenshot is of the updated version). So if you see a slightly different interface/layout during a course lecture, do not worry, it is just a slight visual difference that will update for you soon (Facebook told us this is a slow rollout beta test).

Facebook Business Manager Menu Layout



The screenshot shows the Facebook Business Manager interface. A red arrow points to the menu icon (9 dots) in the top left corner. The interface includes a top navigation bar with the account name 'Events (111087379925797...)', the update time 'Updated today at 11:33 AM', and buttons for 'Discard Drafts', 'Review and Publish', and a three-dot menu. Below the navigation bar is a 'Shortcuts' section with icons for 'Ads Manager', 'Audiences', 'Business Settings', 'Events Manager', 'Catalog Manager', and 'Store Locations'. The main content area displays a table of ad data with columns: Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, Ends, Link Clicks, Website Purchases, and On-F... (On-Facebook Purchases). The table shows two rows of data for 'Off' delivery, both using 'Lowest cost' bid strategy. The first row has a budget of \$2.00, 67 link clicks, 2,833 reach, 3,392 impressions, and a cost per result of \$0.41. The second row has a budget of \$3.00, 17 link clicks, 4,092 reach, 7,701 impressions, and a cost per result of \$2.06. A red box highlights the text: 'When you click the “MENU” (9 dot square) in the top left corner, the Facebook Business Manager menu will expand. This is the menu I reference for nearly everything we access throughout this course!'.

When you click the “MENU” (9 dot square) in the top left corner, the Facebook Business Manager menu will expand. This is the menu I reference for nearly everything we access throughout this course!

Facebook Business Manager Menu Layout

The screenshot displays the Facebook Business Manager interface. On the left, a sidebar contains a 'Shortcuts' section with icons for 'Ads Manager', 'Audiences', and 'Business Settings'. Below this is a 'Manage Business' section with icons for 'Events Manager', 'Catalog Manager', and 'Store Locations'. At the bottom of the sidebar is an 'Advertise' section with icons for 'Ad Account Settings', 'Audiences', 'Billing', 'Brand Safety', 'Business Settings', 'Events Manager', and 'Images and Videos'. A red arrow points to the 'Shortcuts' icon, and a red arrow labeled 'EXPAND' points to the 'Business Settings' icon. A modal window titled 'Explore All Tools' is open, showing a list of tools categorized under 'Manage Business' and 'Advertise'. The 'Manage Business' category includes 'Account Quality', 'Brand Safety', 'Events Manager', 'Store Locations', 'Billing', 'Business Settings', and 'Images and Videos'. The 'Advertise' category includes 'Ad Account Settings', 'Audiences', 'Ads Manager', and 'Automated Rules'. A red box highlights the text: 'You have the option to EXPAND the menu so you can read each menu option description.'

Explore All Tools

Manage Business

- Account Quality**
Manage ads that don't comply with our Advertising Policies and request another review.
- Brand Safety**
Block where your ads can appear on Audience Network, Instant Articles, and in-stream video placements.
- Events Manager**
Connect data from your website, app or store to understand customer actions.
- Store Locations**
Manage your store locations so people can find a nearby store with Facebook or Instagram.
- Billing**
View payment history for your ad accounts.
- Business Settings**
Manage people, assets, and integrations associated with your business.
- Images and Videos**
Manage images and videos for your ads and posts.

Advertise

- Ad Account Settings**
Manage settings for your ad accounts, including payment methods and notifications.
- Audiences**
- Ads Manager**
Create, manage and track the performance of your ads.
- Automated Rules**

You have the option to EXPAND the menu so you can read each menu option description.

THANK YOU!

Thank you again so much for joining our course! We look forward to you learning everything we know and begin profiting from the powerful Facebook ad platform!

www.Coursenvy.com